

CURRICULUM PROPOSAL

(Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: _____
School/Department/Program: School of Business
Preparer/Contact Person: Dr. Timothy R. Oxley
Telephone Extension: 4728
Date Originally Submitted: _____
Revision (Indicate date and label it
Revision #1, #2, etc.): _____
Implementation Date Requested: Fall 2011

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

The purpose of this proposal is two-fold:

- (1) To change the course title, change prerequisites, and clarify content for an existing course, **BUSN 4420 – Business and Society**; and,
(2) To amend the current Business Core curriculum to include the revised course, **BUSN 4420 – Business Ethics and Corporate Accountability**.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

A. Deletion of course(s) or credit(s) from program(s) **N/A**

Total hours deleted. None

B. Addition of course(s) or credit(s) to program(s)

BUSN 4420 – Addition to the Business Core, page 155 of the 2010-2011 Academic Catalog.

Total hours added. 3

C. Provision for interchangeable use of course(s) with program(s) **N/A**

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

See Appendix C – Revised Course Description and Content Outline

This proposal does not substantially alter the course content, but alters the description and title to clarify the content and course objectives more explicitly for students', advisors', and accrediting teams' understanding. The proposal does alter prerequisite requirements for the course.

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

Current Title, Description and Prerequisites:

BUSN 4420 - Business and Society

A course designed to foster an appreciation of the societal and ethical issues facing businesses and managers today, and to examine the influence these issues have on management decisions. PR: ECON 2202, BUSN 3307, junior standing, or instructor's consent. Students must be enrolled in a B.S. in Business Administration major.

Proposed Title, Description and Prerequisites:

BUSN 4420 – Business Ethics and Corporate Accountability

The course will explore business ethics emphasizing a responsible decision-making approach in personal and professional contexts to best prepare students for ethical challenges and issues of contemporary corporate accountability. Topics to be addressed include: personal integrity; philosophical ethics; corporate culture and social responsibility; governance and conflicts of interest; workplace, marketing and employment ethics; sustainability and environmental responsibilities. PR: BUSN 3320, BISM 3200.

1. Creation of new course(s). For each new course Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU, PC&TC, or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared. **N/A**
 2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog. **See Appendix C**
 3. Include, as an appendix, a detailed course outline consisting of at least two levels. **See Appendix C**
 4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee. **See Appendix C**
- F. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).
1. Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

The School of Business offers three degree programs: B. S. in Accounting; B. S. in Business Administration; and, the B. S. in Information Systems Management. The proposed addition of this course to the Business Core will increase by 3 the number of hours needed to complete the core for four concentrations in the B. S. in Business Administration program, and the B. S. in Accounting program.

The change will have no impact on the B. S. in Information Systems Management, or the Hospitality Management and Sports Management concentrations within the B. S. in Business Administration degree program because these programs follow a slightly different combination of business core courses.

The effect on the four concentrations of Finance, General Business, Management, and Marketing of the B. S. in Business Administration degree, and the B. S. in Accounting is detailed in Appendix B.

The primary effect is the reduction in the number of free elective hours available to students. The B. S. in Accounting degree was granted a degree definition waiver from the Board of Governors.

2. Include proof that this proposal meets the degree definition policy (Board of Governor's Policy #52) as part of the Proposed Program in Appendix A.

Refer to Appendixes A and B

3. Exceptions to the degree definition policy: As per policy #52, programs seeking exceptions to any of the maximum credit hour limits must submit formal requests to the Board of Governors for approval. Explain the rationale for the exception by documenting the existence of one or more of the criteria in paragraph 4.2.

III. RATIONALE FOR THE PROPOSAL.

A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Business ethics has become an increasingly important topic as evidenced by recent corporate scandal and illegal activities. Many business schools, like the School of Business at Fairmont State University, followed a trend to teach ethical content across disciplines with embedded modules, chapters, etc. in foundational courses such as finance, law, management, and marketing. Recently this trend is reverting back to a traditional approach with a single, stand-alone course devoted to a concentrated focus on the topic of business ethics and corporate accountability. This trend is not only fostered by the high profile corporate scandal and ethics lapses of the last several years, but is also being stressed by program accreditors. As a result, the faculty of the Business Administration program of the School of Business has proposed an "ethics" course be included in the business core to address these issues.

Effective July 1, 2011, the West Virginia Board of Accountancy will require that applicant transcripts reflect that the candidates for the licensure exams have earned three semester credit hours in ethics. To accommodate this need, a stand-alone course is being proposed as an addition to the core curriculum to meet their standards.

Ethics is a topic within the Common Professional Component (CPC) with which the School of Business must maintain compliance for specialized accreditation through the Accreditation Council for Business Schools and Programs (ACBSP) and the IACBE (International Assembly for Collegiate Business Education (IACBE)). As defined by ACBSP and IACBE, the Common Professional Component (CPC) includes the following 12 business topical areas:

1. Marketing
2. Business Finance
3. Accounting
4. Management
5. Legal Environment of Business
6. Economics
7. Business Ethics
8. Global Dimensions of Business
9. Information Management Systems
10. Quantitative Techniques/Statistics
11. Business Leadership (Required only by IACBE)
12. Business Integration and Strategic Management

The current core curriculum substantially meets each of the CPC areas with the exception of the "Business Ethics" requirement. By adding **BUSN 4420** to the Business Core, all CPC components will be substantially addressed.

Future considerations will be given to teaching in both a face-to-face format as well as an online section. Faculty resources will need to be re-allocated to staff each section, but no new faculty positions will be required.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal. **N/A**

By signing here, you are indicating your college's/school's notification of this proposal.

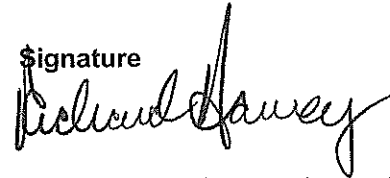
College/School

Dean

Signature

School of Business

Richard D. Harvey



- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal. **N/A**

- VI. **ADDITIONAL COMMENTS.**

APPENDIX A
B. S. in Business Administration
 Current Program

Business Core			HRS	39
ACCT	2201	Principles of Accounting I	3	
ACCT	2202	Principles of Accounting II	3	
BISM	2200	Business Information Tools	3	
BISM	2800	Corporate Communications & Technology	3	
BISM	3200	Management Information Systems	3	
BUSN	3306	Business Law I	3	
BUSN	3310	Business and Economic Statistics	3	
BUSN	3320	International Business	3	
BUSN	4415	Strategic Management and Policy	3	
ECON*	2201	Economic Principles & Problems I	3	GS course
ECON	2202	Economic Principles & Problems II	3	
FINC	2201	Introduction to Financial Management	3	
MGMT	2209	Principles of Management	3	
MKTG	2204	Principles of Marketing	3	
MATH*	1112	College Algebra (OR Higher Math)	3	GS course
TOTAL Required Business Core			39	
Major Curriculum – <i>See Attached for Concentration Summaries</i>			18 - 21	
Minor Electives – <i>Minor Not Required for Business Majors</i>			0	
TOTAL HOURS FOR MAJOR			57 - 60	
Required General Studies Courses				
First Year Experience			15	
ENGL	1104	Written English I	3	
ENGL	1108	Written English II	3	
INFO	1100	Computer Concepts and Applications	3	
MATH	1112	College Algebra (Or Higher Math)	3	
COMM	2200, 2201, OR 2202	Communication	3	
Scientific Discovery			8	
Cultural / Civilization Exploration			9	
Society / Human Interactions			6	
ECON 2201 is required				
Artistic / Creative Expression			6	
TOTAL GENERAL STUDIES HOURS			44	
TOTAL FREE ELECTIVES			24 - 27	
TOTAL HOURS			128	

B. S. in Business Administration
Proposed Program
--and--
Analysis of Compliance with Degree Definition Policy

Degree
Definition
Policy

Business Core Courses			HRS	42
ACCT	2201	Principles of Accounting I	3	
ACCT	2202	Principles of Accounting II	3	
BISM	2200	Business Information Tools	3	
BISM	2800	Corporate Communications & Technology	3	
BISM	3200	Management Information Systems	3	
BUSN	3306	Business Law I	3	
BUSN	3310	Business and Economic Statistics	3	
BUSN	3320	International Business	3	
BUSN	4415	Strategic Management and Policy	3	
BUSN	4420	Business Ethics and Corporate Accountability	3	
ECON	2201	Economic Principles & Problems I	3	GS course
ECON	2202	Economic Principles & Problems II	3	
FINC	2201	Introduction to Financial Management	3	
MGMT	2209	Principles of Management	3	
MKTG	2204	Principles of Marketing	3	
MATH*	1112	College Algebra (OR Higher Math)	3	GS course
TOTAL Required Major Courses			42	
Major Electives - <i>See Attached for Concentration Summaries</i>			18 - 21	

Minor Electives – *Minor Not Required for Business Majors* 0

TOTAL HOURS FOR MAJOR 60 - 63

Max 65

Required General Studies Courses				
First Year Experience				15
ENGL	1104	Written English I	3	
ENGL	1108	Written English II	3	
INFO	1100	Computer Concepts and Applications	3	
MATH	1112	College Algebra (OR Higher Math)	3	
COMM	2200, 2201, OR 2202	Communication	3	
Scientific Discovery				8
Cultural / Civilization Exploration				9
Society / Human Interactions				6
ECON 2201 is required				
Artistic / Creative Expression				6

TOTAL GENERAL STUDIES HOURS 44

32-42

TOTAL FREE ELECTIVES 21 - 24

Min 21

TOTAL HOURS 128

128

APPENDIX B

B. S. in Accounting			
Current Accounting Program		Impact of Business Core Change	
Accounting (Waived from Degree Definitions)		Accounting (Waived from Degree Definitions)	
Business Core	39 semester hours	Business Core	42 semester hours
Accounting Curriculum	36 semester hours	Accounting Curriculum	36 semester hours
General Studies	44 semester hours	General Studies	44 semester hours
Free Electives	9 semester hours	Free Electives	6 semester hours
Total	128 semester hours	Total	128 semester hours

B. S. in Business Administration			
Current Business Administration Concentrations		Impact of Proposed Change	
Finance		Finance	
Business Core	39 semester hours	Business Core	42 semester hours
Finance Curriculum	21 semester hours	Finance Curriculum	21 semester hours
General Studies	44 semester hours	General Studies	44 semester hours
Free Electives	24 semester hours	Free Electives	21 semester hours
Total	128 semester hours	Total	128 semester hours
General Business		General Business	
Business Core	39 semester hours	Business Core	42 semester hours
General Curriculum	18 semester hours	General Curriculum	18 semester hours
General Studies	44 semester hours	General Studies	44 semester hours
Free Electives	27 semester hours	Free Electives	24 semester hours
Total	128 semester hours	Total	128 semester hours
Management		Management	
Business Core	39 semester hours	Business Core	42 semester hours
Management Curriculum	24 semester hours	Management Curriculum	24 semester hours
General Studies	44 semester hours	General Studies	44 semester hours
Free Electives	21 semester hours	Free Electives	18 semester hours
Total	128 semester hours	Total	128 semester hours
Marketing		Marketing	
Business Core	39 semester hours	Business Core	42 semester hours
Management Curriculum	18 semester hours	Management Curriculum	18 semester hours
General Studies	44 semester hours	General Studies	44 semester hours
Free Electives	27 semester hours	Free Electives	24 semester hours
Total	128 semester hours	Total	128 semester hours

APPENDIX C

Course Description:

BUSN 4420 – Business Ethics and Corporate Accountability

The course will explore business ethics emphasizing a responsible decision-making approach in personal and professional contexts to best prepare students for ethical challenges and issues of contemporary corporate accountability. Topics to be addressed include the following: personal integrity; philosophical ethics; corporate culture and social responsibility; governance and conflicts of interest; workplace, marketing and employment ethics; sustainability and environmental responsibilities. PR: BUSN 3320, BISM 3200

Learning Outcomes:

1. Describe and apply a process for ethically responsible decision-making in personal and professional contexts.
2. Explain major ethical philosophies and traditions and describe how each may impact decision-making differently in business contexts.
3. Discuss the role corporate social responsibility plays in today's business environments and the most frequently employed models.
4. Explain and apply ethical decision making to such issues as organizational culture, leadership, workplace relationships between employer and employee, technology and privacy, marketing, conflicts of interest, and corporate governance.
5. Describe and apply the concepts of sustainability, environmental decision-making, and, regulatory-based and market-based environmental policies.

Methods of Assessment: (may include)

- A. Class Discussion, Debate or Presentations;
- B. Multiple Choice and/or Short Answer Quizzes;
- C. Unit or Chapter Exams;
- D. Reflective or Expository Essays on Questions or Readings;
- E. Research Paper or Projects;
- F. In-class or Assigned Exercises

Content Outline:

- I. Introduction
 - A. Ethics and Business
 - B. Ethical Decision-Making
 - C. Personal Integrity
 - D. Social Responsibility
 - E. Law
 - F. Practical Reason
- II. Ethical Decision Making
 - A. Decision-Making Process for Ethics
 - B. Why Ethical Decision-Making Goes Wrong
 - C. Ethical Decision-Making in Managerial Roles
- III. Philosophical Ethics
 - A. Ethical Theories and Traditions
 1. Utilitarianism
 2. Deontology
 3. Kantianism
 4. Virtue Ethics
- IV. Corporate Culture
 - A. Culture and Ethics
 - B. Compliance and Value-Based Cultures

- C. Ethical Leadership
 - D. Effective Leadership
 - E. Building a Value-Based Culture
- V. Corporate Social Responsibility
- A. Ethics and Social Responsibility
 - B. Models of Corporate Social Responsibility
 - 1. Economic Model
 - 2. Philanthropic Model
 - 3. Social Web Model
 - 4. Integrative Model
 - C. Business Impact of Corporate Social Responsibility
- VI. Employer Responsibilities and Employee rights
- A. Ethical Issues in the Workplace
 - B. Parameters of the Employment Relationship
 - 1. Due Process
 - 2. At-Will employment
 - 2. Downsizing
 - 3. Health and Safety
 - C. Global Workforce and Challenges
 - D. Discrimination, Diversity, and Affirmative Action
- VII. Technology and Privacy in the Workplace
- A. The Right to Privacy
 - B. Ethical Implications of Technology
 - C. Employee Monitoring
 - D. Regulation of Off-Work Acts
- VIII. Ethics and Marketing
- A. Ethical Issues in Marketing
 - B. Product Safety and Liability
 - 1. Contractual Standards
 - 2. Tort Standards
 - 3. Strict Product Liability
 - C. Advertising and Sales
 - D. Consumer Autonomy
 - E. Supply Chain Responsibility
 - D. Sustainable Marketing
- IX. Business and Environmental Sustainability
- A. Environmental Values
 - B. Approaches to Business' Environmental Responsibility
 - 1. The Market Approach
 - 2. The Regulatory Approach
 - 3. The Sustainability Approach
 - C. Principles for a Sustainable Business
- X. Corporate Governance, Accounting, and Finance
- A. Professional Duties and Conflicts of Interest
 - B. Sarbanes-Oxley Act of 2002
 - C. The Internal Control Environment
 - D. Ethics and Board Responsibilities and Legal Duties
 - E. Conflicts of Interest in Accounting and Finance Markets
 - F. Executive Compensation
 - G. Insider Trading